A M E N D M E N T S to the S P E C I F I C A T I O N

Please **REPLACE** the paragraph starting at page 15, line 24 as follows:

FIG. 7 depicts a transaction process 700 according to an embodiment of the present invention. The transaction process 700 begins with the receipt of information about a transaction at 702. This may involve, for example, receiving information from a seller of a product such as information identifying the product and information identifying a sales price for the product or other information identifying the total payment amount to be paid to the seller upon sale of the product. Where the sale of services is involved, the information received at 702 may include information identifying the cost of those services or the amount to be paid to the seller. In some embodiments, the seller may receive an incentive amount from an ~~intermediaryif~~ intermediary if the seller submits an application for a new financial account. In these embodiments, different total payment amounts may be established based on whether or not the application is approved. For example, if the application is approved, the total payment amount 506 may include the sales price of the product plus the incentive amount 308, and if the application is rejected, the total payment amount 506 may simply include the sale price 505 of the product. In other embodiments, there may be no incentive amount, or the incentive amount may be paid to the seller even if the application is rejected.

Please **ADD** the following paragraphs starting at page 18, line 17 (before the last paragraph that precedes the claims) as follows:

In one embodiment, the central controller receives an acceptance of the cross-subsidy offer, a completed application, and a proxy agreement that allows the merchant to make payments to the appropriate form of collection. A proxy agreement is a contract to which a payment recipient agrees that allows the system to determine the appropriate payment(s) and make these payments to the appropriate account after the financial application decision has been received.